

ORDER



KSNV

| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 108006 |
| | Alt Order #: | 06865124 |
| | Product Desc: | HELLER FOR SEN ADD |
| | Estimate: | |
| | Flight Dates: | 10/19/12 - 10/23/12 |
| | Original Date / Rev: | 10/18/12 / 10/18/12 |
| | Order Type: | GENERAL |

| | |
|---------------|--------------|
| Primary AE: | Amy McCreary |
| Sales Office: | BLPHI |
| Sales Region: | National |

| | | |
|---------------|------------------|---------------------------------------|
| Agency | Name: | Strategic Media Services, Inc. |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 3299 K St. NW |
| | | Washington, DC 20007 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|------------|----------------|------------------------------|
| Advertiser | Name: | Heller, Dean for U.S. Senate |
| | Demographic: | A35+ |
| | Product Codes: | PLC01 |
| | Priority: | SELECT PRIORITY CODE |
| | Revenue Codes: | POLITICAL/AGY, PCAN, GEN |

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/23/12 | 6 | \$4,925.00 | \$4,186.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| October 2012 | 6 | \$4,925.00 | \$4,186.25 | 0.00 |
| Totals | 6 | \$4,925.00 | \$4,186.25 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| KSNV | 26% | \$4,925.00 |
| Market | 100% | \$18,942.31 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 27% | \$5,114.42 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 22% | \$4,167.31 |
| KTUD | 1% | \$189.42 |
| KVVU | 19% | \$3,599.04 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 5% | \$947.12 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|------------|
| E 1 | KSNV | 10/19/12 | 10/19/12 | Today Show Today Show | CM | 658a-9am | ----F-- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |
| TODA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | ----F-- | | 2 | | \$900.00 | | 0.00 | | | | | |

Order / Rev: 108006
 Alt Order #: 06865124
 Flight Dates: 10/19/12 - 10/23/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SEN ADD
 Estimate:

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|----------|-----|------|--------|-------|------------|
| E 1 | KSNV | 10/19/12 | 10/19/12 | Today Show Today Show | CM | 658a-9am | ----F-- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |
| TODA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----F-- | 2 | | \$900.00 | | 0.00 | | | | | | |
| E 2 | KSNV | 10/22/12 | 10/22/12 | Today Show Today Show | CM | 658a-9am | M----- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| TODA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$900.00 | | 0.00 | | | | | | |
| E 3 | KSNV | 10/23/12 | 10/23/12 | Today Show Today Show | CM | 658a-9am | -T----- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |
| TODA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | 2 | | \$900.00 | | 0.00 | | | | | | |
| E 4 | KSNV | 10/22/12 | 10/22/12 | M-F Today Show II 3rd H M-F Today Show II | CM | 9-10a | M----- | :30 | 1 | \$425.00 | 1 | 0.00 | NM | 1 | \$425.00 |
| TODA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M----- | 1 | | \$425.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 6 | \$4,925.00 |